WHAT IS CLAIMED IS:

1   1.A method for making a recommendation in a
2 lifestyle recommendation machine, the method comprising
3 the steps of:
4   generating a user profile based on explicit
5 and/or implicit directions of a user;
6   making a recommendation for an item, service,
7 and/or event based on the user profile; and
8   reporting the recommendation to the user
9 through an agent.

1   2.   The method of claim 1, wherein the
2 recommendation is a recommendation of television
3 programming.

1   3.   The method of claim 1, wherein the agent is
2 a celebrity.

1   4.   The method of claim 1, wherein the
2 reporting step comprises displaying a video of the agent
3 and playing accompanying audio which announces the
4 recommendation.

1   5.   The method of claim 1, wherein the
2 reporting step comprises displaying a still image of the
3 agent.

1   6. The method of claim 5, wherein the
2 reporting step further comprises displaying a textual
3 message which announces the recommendation.

1   7. The method of claim 5, wherein the
2 reporting step further comprises playing accompanying
3 audio which announces the recommendation.

1   8. A lifestyle recommendation device
2 comprising:
3   means for generating a user profile based on
4 explicit and/or implicit directions of a user;
5   means for making a recommendation for an item,
6 service, and/or event based on the user profile; and
7   reporting means for reporting the
8 recommendation to the user through an agent.

1   9. The device of claim 8, wherein the
2 lifestyle recommendation device is a television
3 programming storage device.

1   10. The device of claim 8, wherein the agent
2 is a celebrity.

1   11. The device of claim 8, wherein the
2 reporting means comprises means for displaying a video of
3 the agent and playing accompanying audio which announces
4 the recommendation.

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1   12. The device of claim 8, wherein the
2 reporting means comprises means for displaying a still
3 image of the agent.

1   13. The device of claim 12, wherein the
2 reporting means further comprises means for displaying a
3 textual message which announces the recommendation.

1   14. The device of claim 12, wherein the
2 reporting means further comprises means for playing
3 accompanying audio which announces the recommendation.

1   15. A program storage device readable by
2 machine, tangibly embodying a program of instructions
3 executable by the machine to perform method steps for
4 making a recommendation in a lifestyle recommendation
5 machine, the method comprising the steps of:
6   generating a user profile based on explicit
7 and/or implicit directions of a user;
8   making a recommendation for an item, service,
9 and/or event based on the user profile; and
10   reporting the recommendation to the user
11 through an agent.

1   16. A computer program product embodied in a
2 computer-readable medium for making a recommendation in a
3 lifestyle recommendation machine, the computer program
4 product comprising:

5   computer readable program code means for
6 generating a user profile based on explicit and/or
7 implicit directions of a user;
8   computer readable program code means for
9 generating making a recommendation for an item, service,
10 and/or event based on the user profile; and
11   computer readable program code means for
12 generating reporting the recommendation to the user
13 through an agent.

1   17. A method for making a recommendation in a
2 lifestyle recommendation machine, the method comprising
3 the steps of:
4   substituting a user profile based on explicit
5 and/or implicit directions of a user with a celebrity
6 profile of a celebrity;
7   making a recommendation for an item, service,
8 and/or event based on the celebrity profile; and
9   reporting the recommendation to the user.

1   18. The method of claim 17, wherein the
2 substituting step comprises downloading the celebrity
3 profile from an external source.

1   19. The method of claim 17, wherein the
2 reporting step comprises reporting the recommendation to
3 the user through an agent.

1   20. The method of claim 19, wherein the agent

2 is the celebrity.

1   21. The method of claim 20, wherein the

2 reporting step comprises displaying a video of the

3 celebrity and playing accompanying audio which announces

4 the recommendation.

1   22. The method of claim 20, wherein the

2 reporting step comprises displaying a still image of the

3 celebrity.

1   23. The method of claim 22, wherein the

2 reporting step further comprises displaying a textual

3 message which announces the recommendation.

1   24. The method of claim 22, wherein the

2 reporting step further comprises playing accompanying

3 audio which announces the recommendation.